

Daniel Hall Presents



Episode 134

How to Gain Marketing Clarity for Your Book With Allan Dib

Hello! Welcome to the RealFastResults.com podcast! Allan Dib is on deck for this episode. He is a serial entrepreneur who considers himself to be a rebellious marketer. In addition to that, Allan is a #1 bestselling author, but it's really the fact that he has grown multiple businesses in a variety of different industries that he's being interviewed for today's episode.

Specifically, he's built businesses in IT, telecommunications, and marketing. Several of his startups have been in the telecommunications industry, and in doing so, he has faced very stiff competition from multibillion-dollar and multinational competitors. One of the businesses has been grown from a startup to being named one of Australia's fastest-growing companies by *Business Review Weekly*, earning a spot on the coveted BRW Fast 100 List. Allan has also made it his life's work to provide clear and simple frameworks for entrepreneurs just like you! Please welcome Allan to the show...

Promise: Book Marketing Clarity

Hi! It's a pleasure to be on the show. The big promise that I'm making to you today is to bring you marketing clarity. I want you to have a good understanding of what you are going to do with your book marketing. There's so much hype out there, there's so much nonsense, and there are so many bright, shiny objects that people tell you to follow when it comes to your marketing. There are Facebook ads, Google ads, Amazon ads, offline marketing, online marketing, and all of that. So, what I really want to deliver to you is some marketing clarity so that you really know what you are going to need to do, from a marketing perspective. That way, you can go from using random acts of marketing, and just throwing stuff at the wall, to really know, "Right, this is my strategy, and this is where I need to go."

The benefit is that you are going to wake up in the morning, and you are going to know what you need to do on a daily, weekly, and monthly basis, from a marketing perspective. You won't be stuck just throwing money against the wind and hoping that something comes out of it, or even having to try something, finding out it doesn't work, and then trying something else over and over again, going from one shiny object to the next, seminar to seminar, or even following one marketing "expert" to the next.

You're going to have a master plan and a map of where to go. It's really the difference between being lost without a map or lost with a really good map and knowing where you need to go. Then, becoming unlost as a result. So, it's about understanding where to go, what's going to "move the needle," what's going to really make the difference, and most importantly, what's going to give you a return on your investment. At the end of the day, marketing is an investment. You want to spend "X Amount" of dollars, and you want to get "X Amount +" back.

I'm an Author. How Does This Apply to Me?

Perfect. That is such a great question. **I really love authors and speaking to creative individuals.** I enjoy working with people that deliver such great value to the world. It's funny because, back in the day, you had to deal with a gatekeeper, right? It was someone who would say, "Okay, your work is good enough, and that means we are going to publish you and put you on the shelf." Now, with the advent of self-publishing, and even people that are published...

I got a book publishing deal with one of the big New York publishers, and I ended up turning it down just because it was such a terrible deal. What I remember was that they said to me was, "You're still on your own as it relates to marketing. You have to do the marketing, and we are going to handle the distribution, and the printing, the typesetting, and all of those sorts of things." You know, back in the day, it used to be the case that if you got a big publishing deal, the marketing part would all be done for you.

People would do the marketing for you, and you just had to write the book, create the great work, and that was it. Right? That's no longer the case. **Whether you are self-published, or whether you are published by a big publisher, the marketing is on you.** So, you are really going to have to take the reins there and really know what you are doing, otherwise it's going to be a flop, and no one wants that.

Can You Give Me a Broad Overview of What to Do?

I've created a process called "The 1-Page Marketing Plan". That's also the name of my book, [*The 1-Page Marketing Plan*](#). I have spent a lot of time with people that I coach, trying to get them to create a marketing plan. More and more, I just couldn't get people to do it because they thought it was something big, something difficult, and something expensive to do. So, I created this process, and I started to get much, much more compliance. I got people to begin creating their plans because I made it super-easy.

It's literally one page. **On a single page, you can create a very sophisticated, direct-response marketing strategy, and you'll know what you are going to do, from a marketing perspective.**

Step 1 – Getting Clarity

Getting clarity, and getting your plan together, is Step 1 in the broad view of this process. The next thing is really understanding that you are doing a product launch. **Yes, it's a book, but you've got to think of it as a product launch.**

I have a marketing perspective now. I'm not really an author, first and foremost, and I don't consider myself a very creative type, but I've had a bestseller. As a matter of fact, I've been topping the bestseller categories now for almost two years, and I'm in an extremely competitive category, which is marketing. The reason behind that is because I took very deliberate steps around the marketing and the launch of the product. I very much understood that my book was a product that I was launching into the market, no different than if I was launching an iPhone, an Android phone, a computer, or any other type of product you could think of.

I didn't think of myself as just an author. **I thought of myself as someone who is delivering a product to the world, and I knew that I needed to get market acceptance for it.** So, you really need to get your mindset around, "I'm a marketer for my book, I'm doing a product launch, and I really need to think through this process." You need to think through, "Who is my target audience," "What message do they want to hear," and, "How am I going to deliver that message?"

These are all things that we cover in the "[The 1-Page Marketing Plan](#)" process, and they are the broad-brush strokes around how you do a product launch. It doesn't matter if you have a book, a music single, or some type of technology launch. Whatever it is, the process is very similar. It's about planning and creating a tactical plan to execute. So, what are the tools, assets, and processes that you are going to need to launch this product into the marketplace?

Step 2 – Discover Your Target Audience

The next step is figuring out who your target audience is. **Part of figuring out your demographic is figuring out who you want to exclude.** That's a conversation that a lot of people don't have. People think, "I want everybody to read my book," you know? Sure, that's going to be great, but it's going to appeal to a very certain demographic, if you're laser-targeted, and by definition, that means you are going to exclude some people. People get a little bit squeamish and a little worried about excluding an audience, but if you are going to target an audience, that means you have to exclude some audiences. So, you have to have a good understanding of who you are going to exclude and who you will be targeting.

Step 3 – Create Your Title

Once you know precisely who your target audience is, you need to thoroughly understand what the pain point is that they are experiencing. This is something that you really want to address in the title of your book. So often, I see authors come up with a very clever title, and they might use a pun, or one of those single-word titles. Unless you are a very well-known author already, and you have an audience that will buy whatever you release, you aren't going to get traction with one of those types of titles.

You really need to think of Amazon (and Amazon, we all know, is the big dog when it comes to books) as a very big search engine, because that's what it is. You need to be thinking from a perspective of search engine optimization (SEO). That means you should be asking yourself, "What title, and what keywords, are going to come up in a search?" While it's cool to do a one-word title, or some other type of clever title, but when it comes to SEO, that sort of thing simply doesn't work.

For me, my audience, and people looking for marketing clarity, they are typing in things like, "marketing," or, "marketing plan" into Amazon, that big search engine in the sky. What comes up is, *The 1-Page Marketing Plan*. So, it gives that promise in the title, rather than me having to explain what it means, or explain it through a subtitle. Hopefully, that makes sense.

Step 4 – Professional Book Cover

We are really thinking through the whole process of someone buying your book. So, they are typing keywords into that big search engine called Amazon. Maybe they've typed in "marketing plan" and landed on my book. The next thing is to consider your cover. If you think about what's going to come up in the search results, you already know that what comes up is a whole bunch of thumbnails, right? Obviously, you want yours to stand out.

Very often, I see very washed out covers, or covers where you can't make out the writing on the thumbnail. The authors have used very small fonts or fonts that are difficult to read. I purposely used a very large Helvetica font so that people could read, from the thumbnail, what the title of the book was and even the subtitle. That helps you to get that "click," and then what happens when they click to find out more? They are going to open up a preview of the book. They are going to read the first few pages and decide whether or not the book is right for them.

So, rather than putting in a dedication page, or all of these other weird pages that people tend to place at the beginning of their books, I went straight into the meat of the book, and I put some of my strongest material right up front. I consider the first 10-15 pages of my book the sales letter for my book. This is what's going to make someone either click that one-click "Buy Now" button on Amazon or decide, "Hey, this is just a bunch of fluff, and I'll move on to the next item in the search query."

Again, we are really thinking through this book-buying process. We've thought through the title, the cover, and what to include within the first 10-15 pages. Remember, you want to place some of your strongest material there because you really want to capture the reader early on. Now, I know that a lot of people from the traditional book publishing industry feel weird about that, right? They want to follow convention, and acknowledge everyone, and they want to include dedication pages and all of that. I'm not saying not to include those things, but shove all of that stuff in the back. For example, I put my "About the Author" page in the back because no one cares about the author, right? They only care about what the book will do for them.

So, I put my strongest material at the front, and all of that, sort of, self-aggrandizing and promotional stuff gets shoved in the back because, really, no one cares about that, or they only care about it after they've read the book and know that they want to connect with the author, or whatever. Anyway, really thinking through that whole process of someone buying your book, and every step that's involved in making that easy is important. You're creating that "slippery slide," where someone goes from their search to clicking the "Buy Now" button. You want to make that process really, really easy.

Step 5 – Build Your Author Platform

Building your author platform is the next step. **What do you want someone to do after they've read the book? For me, I really wanted people to opt into my mailing list.** Why did I want to do that? Well, I'm an author, and I make royalties from the book, but I also make money by consulting with people, consulting with organizations, coaching through my membership, and things like that. So, I want my book readers to become potential prospects for some of my products and services. One of the best ways of doing that is by building an author platform, and that's a website where people can opt-in, and I can capture their details.

I've made special resources that are only available if someone goes to my website and downloads them. So, I've got the URL peppered throughout the book that people can visit to download particular worksheets or to get more information. This includes things that I couldn't possibly put in the book too, like videos, audios, worksheets, etc. I've created compelling reasons for people to want to go visit my author platform, or my website, and good reasons for them to want to opt-in.

I have a very high opt-in rate. Probably 1/3 of my readers opt into my mailing list, and that has become an incredibly valuable asset to my business. It's an asset in which I have tens of thousands of people who are pre-motivated and pre-interested, that love the book and love what I've got to say, and therefore, are much, much more open to buying any products or services that I offer. This website creates a lot of lead flow for my business.

The question is, "What do you want people to do after they've read your book?" Even if you don't have any products or services to sell after the fact (although you really should), you're going to want to write a second book, a third book, a fourth book, and so forth. That means you want to stay in touch with your audience and have a platform prepared for when you are ready to launch your next book. That way, you can have an instant bestseller, rather than having to go through the "ABCs" of marketing that book from scratch again.

Can You Tell Me More About How I Can Connect with My Audience?

I really love connecting directly with my readers and making that connection as straightforward as possible. The emails that go out to my mailing lists are automated email sequences, but I do personally reply to anyone that replies to my emails. What does that do? That helps me to connect directly with my audience. 1) That builds goodwill. People love connecting directly with the author. 2) I get a lot of

market feedback. So, people say, “I’ve really connected with this point in the book,” or, “I didn’t understand that point. Could you elaborate on that?” All of this creates material for my next product or service as well as my next book.

I’ve got people who are asking me questions, and it lets me know exactly what my audience wants.

Now I know what to put in my next book, and the book after that. So, I’m writing my next two books now, and a lot of the material has come from the back and forth that I’ve had directly with my readers. I’m giving them precisely what they want, so that almost guarantees that the next few books will be hits as well, at least as much as you can guarantee it. I’m not guessing at what they want or trying to decide based on other factors.

What I’m basing my content on is feedback that I’m getting “direct from the horse’s mouth”. My audience is literally telling me what they’d like to know more about, what part of the book needs to be expanded upon, and what they’d like to connect with more. So, just give them what they want.

What About Getting Reviews?

Yes. If you go to Amazon and look at my book’s listing, you’ll see that I currently have 914 reviews. Getting close to 1,000 reviews is pretty decent for a book on Amazon, and a lot of people ask me, “How did you do that?” **Well, like almost anything in life, one of the best ways to get it is to ask for it.** On my author platform, I ask people. I say, “I’d really appreciate it if you’d leave me a review on Amazon,” and I make it easy for them to do so by providing a link to them. You know, a certain percentage of those people who see this do go and leave me a review.

Again, when I’m interacting with my audience, I have that included in my email as well. In the P.S., I say, “I’d really appreciate it if you left me a review on Amazon,” and many people do oblige. That creates a virtuous cycle because the better reviewed a book is, the higher Amazon pushes it up the ranking. These are all genuine reviews too. They are from people who have read your book, they’ve liked it, and they’ve gone as far as leaving you a review. Some people just need a prompt to be reminded, and that’s something that’s very, very important.

Final Tips

I find, especially with authors and creative types, it’s a mindset thing. Marketing almost feels like something dirty or something that’s below them. You know, that kind of mindset will hold you back from success in launching a book. It’s a product launch, and yes, you do need to have a really good book, and yes, you should have covered the topic well, and all of that, but you must think of yourself as a marketer first.

You need to see yourself as a marketer of your book material, and then as a writer secondarily because people will never know how good of a writer you are unless they buy your book. Well, they aren’t going to buy your book unless your marketing is good. So, you really want to get around that mindset. You are a marketer of books, not an author, first.

I think we've covered a lot of ground. You'll want to get clarity, execute on your marketing, and consider yourself a marketer of your book. The thing I'd like to leave the audience with is that it's not the best product that wins every time. People often think, "If I create the best product," or, "If I write the best book," and all of that, then that's what is going to make the difference.

The truth is that the best product is a great retention tool. So, once someone has read your book, and they think, "Wow. This is a great author," then yes, indeed, you'll retain them as a customer, and they'll buy your next book, and all of that. But, if you don't think of yourself as a marketer, they'll never buy that first book, and they'll never know how good you are. So, really, the point that I want to leave everyone with is that it's not the best product that wins every time, it's the best-known product. In other words, the best marketer wins every time. I advise that you get good at the marketing component, become a marketer of books, and you're going to do much, much better than people that just focus on the writing.

Connecting with Allan

My website is SuccessWise.com, and you can go there and download "The 1-Page Marketing Plan Canvas," which is the template that you can use to create your own 1-page marketing plan. Also, [my book](#), of course, is available on Amazon, and you can check it out there. This will give you much more detail around how to create your own plan and execute it. I'd love to connect with folks on either of those channels, and obviously, I think it would be wonderful if you would join my author platform at SuccessWise.com.

Resources

[*The 1-Page Marketing Plan*](#)

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